

JAP20 Rec'd PCN/PTO 10 FEB 2006

Title: Device and method for transferring information

The invention relates to a device for transferring information.

Nowadays, for people and companies, the transfer of information has become exceptionally important. Messages of an informative nature such as commercial messages, safety regulations, health information and the like are 5 transferred also in situations in which they are not directly applicable.

The object of the invention is a device for transferring information.

To that end, a device according to the invention is characterized by the features of claim 1.

An information carrier according to the invention is primarily 10 suitable and intended for recording and playing electronic information once or repeatedly, in particular with the aid of light, in a player destined thereto such as a CD, DVD or a CD-ROM player or a diskette drive. As a rule, such information carriers are supplied to users in blank condition, while blank is understood to mean substantially without electronic information stored 15 therein, and will further also be indicated as 'unrecorded'. Except for the name of the supplier and, optionally, a type indication, the outer surfaces of the information carrier are usually blank. According to the invention, on such an outer surface of an information carrier, a promotional message is provided which is not related to the supplier or producer of the information carrier. 20 Surprisingly, it has appeared that during use of the information carrier, in particular when the information carrier is inserted into and/or taken out of a player destined thereto, the user assimilates the information contained in the respective commercial message unconsciously and in a direct manner without, to that end, having to make any effort. In particular when the user repeatedly 25 inserts the information carrier into a player and takes it out, the promotional message will be assimilated by him and be processed consciously or unconsciously. Preferably, the promotional message is provided on the side normally facing upwards.

In an alternative embodiment, a promotional message has been provided on the information carrier in electronic form, so that, at least when the information carrier is used for the first time, this promotional message will be shown on, for example, a screen. Also, combinations of a promotional 5 message provided on a surface of the information carrier and one in electronic form can be utilized.

In an advantageous embodiment, a device according to the invention is further characterized by the features of claim 3.

The information carrier can for instance be disc-shaped, i.e. formed 10 like a CD yet without central opening. As a result, a greater surface is obtained so that more space is available for the promotional message, further information and, optionally, for electronic information. This use is based on the insight that the central opening as it is known with the normal CD for playing information provided thereon, is not requisite. This insight can also be used 15 generally for CDs, for enlarging the capacity. Optionally, a detachable or breakaway part can be included centrally in the information carrier such that, if desired, after removal of this part, in a customary manner, a central opening is provided. The removed part can optionally be used as collectible or the like, provided with at least a part of the promotional message, for instance a logo. 20 Preferably, only a part of the information carrier is provided with the promotional message, so that another part is available for, for instance, information to be provided by the user.

According to the invention, a promotional message can also be visible on the side of the information carrier which, during use, is readable by 25 light. In such an embodiment, the promotional message is provided so as to be transparent. Herein, transparent is understood to include at least transmitting to the light with which the information of the information carrier is to be read. The colours can then be geared to the frequency of the light used for reading out, so that this light is not influenced by the promotional message. Preferably, 30 the message is provided on one of the surfaces of the transparent disc on which

chemical layers and coatings such as reflection layers are provided for building up a CD or DVD, in particular recordable or rewritable. Preferably, the promotional message is provided on the side thereof facing outwards, in particular by in mold labelling.

5 Instead of or, preferably, in addition to the promotional message on the information carrier, a similar or comparable promotional message can be provided on a package for the information carrier.

For, for instance, promotional actions and the like such as sweepstakes, of a series of information carriers and/or packages of the present 10 type, a limited number can be provided with a promotional message according to the invention. Such a promotional message can then, for that matter, also be a numerical or alphanumerical indication or a different sort of indicator. The respective information carrier or package with the respective promotional message can then be linked to a prize for a user. For instance, the respective 15 information carrier with promotional message can be used as a ticket in a lottery or as a collectible. Preferably, the information carrier and/or packages are then packaged such that the promotional message is not visible from the outside. This can be done particularly simply if the commercial message has been provided in electronic form. Naturally, also varying promotional 20 messages can be provided, while different promotional messages lead to, for instance, different prizes.

The invention further relates to a method for transferring information such as a promotional message. Surprisingly, it has appeared that through the very provision of a commercial message in words and/or pictures 25 on an information carrier such as a CD, information can be transferred in a suitable manner, simply and without effort for the receiver. Without wishing to be bound to any theory, this seems to be the result of the effect that the promotional message is assimilated in the subconscious virtually inadvertently. As a result of, in particular, repetition, such a promotional 30 message is assimilated well.

The commercial message can be provided in the form of text as well as in the form of image or the like, or in a combination thereof. On the information carrier, preferably, the commercial message as well as the electronic information to be provided to the information carrier itself or to be provided thereon are provided, at least space is offered to that end. For instance, a field can be provided on the surface of the information carrier on which information can be provided independently by a user, for instance written, printed or pressed.

The invention further relates to a method for advertising, in which 10 on an information carrier a promotional message is provided, not related to the producer of the information carrier. This entails at least that the manufacturer of information carriers offers third parties promotional space on the information carriers manufactured, at least to be manufactured, by him. This is suitable in particular for unrecorded information carriers such as CD or 15 DVD recordables and rewritables or for diskettes and mini discs. This space can be offered on a surface of the respective information carrier or in electronic form.

Furthermore, the invention relates to a method for organizing a lottery or collecting campaign, wherein at least one information carrier 20 according to the invention is used as a lottery ticket or collectible.

The invention further relates to a method for providing a promotional message on an information carrier such as, for instance, a CD.

With such a message, in a particularly simple and practical manner, a medium is presented to third parties to make messages available to many 25 people. Such messages are eminently suitable for promotional purposes. Preferably, the or each respective message is provided through in mold labelling during manufacture of the information carrier, in particular by injection molding.

In the further subclaims, advantageous embodiments of a method or 30 device according to the invention are shown. In clarification of the invention,

exemplary embodiments of the invention will be further elucidated with reference to the drawing. In the drawing:

Fig. 1 shows, in front view, an information carrier according to the invention, in the form of a CD;

5 Fig. 1A shows and information carrier according to any one of the Figures 1 – 4 in partial side view;

Fig. 2 shows, in front view, a first alternative embodiment of an information carrier according to the invention;

10 Fig. 3 shows, in front view, a second alternative embodiment of an information carrier according to the invention;

Fig. 4 shows an alternative embodiment of an information carrier according to Fig. 3;

Fig. 5 shows, in front view, a third alternative embodiment of an information carrier according to the invention, in the form of a diskette; and

15 Fig. 6 shows a fourth alternative embodiment of an information carrier according to the invention, in rear view and partial cross section.

In this description, identical or corresponding parts have identical or corresponding reference numerals. The embodiments shown are shown only as examples and should not be construed to be limitative in any manner. Herein, 20 information carrier is at least understood to include CDs and such disc-shaped information carriers and diskettes which are readable electronically, in particular with the aid of light, in particular recordable and rewriteable CDs and DVDs. Hereinafter, for the sake of simplicity, these will all be indicated as "CD". In this description, unrecorded or such wording is understood to include 25 at least CDs and the like containing virtually no electronically readable information, at least information readable with the aid of light. On the contrary, for instance so-called grooves can be provided for guiding reading heads and the like, information on or instance tracks, groove width, diameter of the information carrier, formatings and the like and, optionally, a short 30 promotional message or the like which takes up relatively little electronic

space on the information carrier and is preferably removable. However, the invention is not limited to such unrecorded information carriers.

Fig. 1 shows, in front view, an information carrier 1 according to the invention, in the form of a regular CD recordable or rewritable. The CD 1 is 5 shown from the side from which the CD 1 is not read in a device designed to that end such as a CD or DVD player, CD or DVD writer or the like. As a rule, a CD is built up such that a transparent, circular disc 2 with a central opening 6 is provided on one side with a layer 3 which is reflective and/or influenceable by light from the respective device designed to that end, as is schematically 10 shown in side view in Fig. 1A. With an information carrier 1 according to the invention, on the side of the layer 3 remote from the disc, a print 4 is provided in the form of a message 5. In the exemplary embodiment shown, this message has been provided in the form of a logo and text as advertisement. However, this message can also contain, for instance, a text and/or figures in the form of 15 information on products, services and the like. The respective message 5 is not related to the producer of the CD 1. Preferably, the CD is unrecorded and of a recordable or rewriteable type as known from practice.

In Fig. 2, a first alternative embodiment of a CD 1 according to the invention is shown, again provided with a promotional message 5 and, as to 20 design, comparable to the one according to Figs. 1 and 1A. However, in this embodiment, no central opening 6 is provided but the entire face of the CD is closed. As a result, a relatively great surface 7 is available for the promotional message 5 and, optionally, a field 8 on which, by a user of the CD 1, information can be written, printed or the like, for instance about recorded 25 data.

In Fig. 3, a second alternative embodiment of a CD 1 according to the invention is shown, again provided with one message 5 and, as to design, comparable to the one of Fig. 1 and 1A and 2. However, in this embodiment, in the central opening 6, a disc-shaped element 9 is provided which is detachable 30 for clearing the central opening 6. As a result, a relatively great surface 7 is

available for the promotional message 5 and, optionally, a field 8 on which, by a user of the CD 1, information can be written, printed or the like, for instance about recorded data. Preferably, the promotional message 5 is partly, and optionally wholly, included on this element 9, such that the promotional 5 message is clearly visible. If desired, for instance when the CD is to be used in a player with a provision for positioning, in particular centring the CD with the aid of this opening, this element 9 can be removed from the CD. The element 9 itself can then for instance be a collectible such as a Flippo, with a picture 9A thereon as shown in Fig. 3.

10 In the exemplary embodiment shown in Fig. 3, the element 9 is formed integrally with the CD and fixed in the opening 6 with the aid of thin bridges 10 which can be broken or cut loose or cut with scissors in a simple manner. As the bridges continue to some extent in the recesses 11 in the rim of the opening 6, bothersome burrs can simply be avoided. However, naturally, 15 other manners of securing can be used too. Also, the element can be formed separately from the CD and, as shown in Fig. 4, be provided as, for instance, a cap in the opening and be secured with the aid of, for instance, release glue or by clamp fitting or form fitting. In that case, the element 9 can be designed to be, for instance, slightly flexible, for instance from thermoplastic plastic, in 20 particular with elastomeric properties. Also, the element 9 can have a rigid core and a soft outer edge, so that the outer edge can be pressed into the opening for temporary securing. Such an element can for instance be manufactured through 2K injection molding.

25 Different elements 9 can be provided with different messages 5, for instance pictures, so that they can become collectibles. The elements 9 can also be designed such that therewith, different information carriers can be stacked.

30 In Fig. 5, an alternative embodiment of a information carrier according to the invention is shown, in the form of a diskette or minidisk 10. Here, on the outside of the housing 11, a message as earlier described has been provided.

It is clear that the message 5 is not related to the manufacturer of the CD or to the supplier thereof or, optionally, the producer. The message 5 is for instance a promotional expression of a sports equipment manufacturer, a beverage or cigarette brand, a clothing supplier or the like or a different 5 message of informative nature of, for instance, a cultural institution or a health institution.

According to the invention, preferably, the CDs are manufactured by a first offeror, in a manner known per se, while from a second offeror promotional messages 5 are collected which are provided on the CDs. As 10 indicated hereinabove, this second offeror is, for instance, a supplier of consumer goods, a cultural or health institution or the like. Thereupon, the CDs are supplied to users and/or third offerors such as wholesalers which supply the CDs to users. The users insert the CDs in playback equipment and/or recording equipment while each time when inserting in and/or taking 15 out and/or starting the CD, the promotional message is sensed by the user, at least unconsciously, so that, surprisingly, it has appeared that the promotional message is rapidly assimilated by the user virtually without the user, to that end, having to make any effort. Due to the manner of providing the commercial message 5, this does not influence playing the CD.

20 In Fig. 6, in rear view and partial cross section, an information carrier 1 according to the invention is shown, wherein the promotional message 5 has been provided such that it is visible from the side to be read, during use, by light, which side is indicated herein as rear side. The promotional message has been applied in colour transparent to the light of a 25 player suitable for reading out the information carrier. The colour is geared to the frequency of the light mentioned such that this light is not hindered by the respective print. As appears from the cross section, the promotional message 5 in the exemplary embodiment shown has been applied through in mold labelling on the transparent disc, for instance poly carbonate, on which the 30 chemical layers and/or the reflection layers and/or the information pits

required for a CD or DVD have been applied. What is shown is labelling on the outer surface facing outwards during use. However, the promotional message can naturally also be provided in a different manner and on the opposite surface of the respective disc.

5 With an information carrier 1 according to the invention, direct advertising for sports brands, beverages, temporary employment organizations, media companies and the like can be effected. Such a device can also be used as a ticket in a lottery or sweepstake or as a collectible. For instance, of a large number of information carriers such as CDs, a limited
10 number can be provided with a message such as a (alpha)numerical indication, which information carriers give a right to a prize. Optionally, specific messages can be provided giving a right to different prizes. The respective information carriers can also be designed as collectibles, for instance through special pictures, texts and the like.

15 The message 5 can be pressed or printed on the surface 7 of the CD 1 yet it is preferred that the message 5 and, optionally, a field 8 is provided for use by the user of the CD 1 through in mold labelling. The message can also be provided as, for instance, a sticker. Optionally, the reflection layer or the light influenceable layer 3 can be provided through in molding labelling too, 20 preferably together with the message 5.

The invention is not limited in any manner to the embodiments represented in the description and the drawing. Many variations thereon are possible within the invention.

For instance, an information carrier according to the invention can 25 be designed as a DVD. The or each message can be printed or pressed onto the CD, optionally online, while the message on the different information carriers can be modified. Optionally, a short commercial message can be included on the CD in image or sound, as electronic information. Also, in addition to or instead of on the information carrier, the or each message can be provided on a 30 storage box therefor, optionally such that a part is visible on the information

carrier and a part is visible on the box, which box is at least partly transparent so that when the information carrier is confined the box, the entire message becomes visible.

These and many comparable variations are understood to fall within
5 the framework of the invention as outlined by the claims.